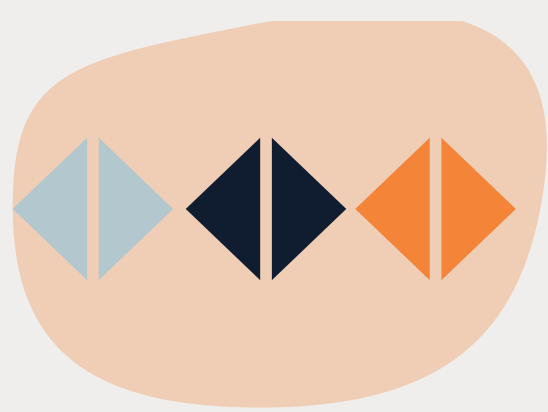


The Long Now: Strategic Design Workshops for Non-Designers

“How to create a digital process of Design Roadmapping in which the passenger is central for Vanderlande and that could be transmitted to different domains?”

3 Design Layers



The Long Now Process Design

All design choices regarding the process and outline of the workshops



Guidelines for this layer



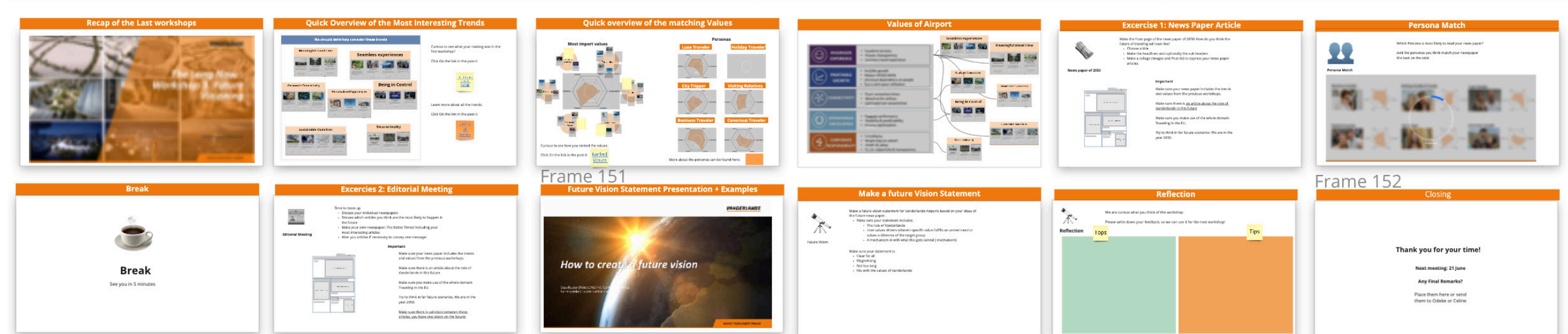
Outcomes

5 Roadmapping Workshops and 1 Kick-off, Multiple management review sessions



Strategic Workshop Design

The design of the strategic workshops that are necessary to build the design roadmap.

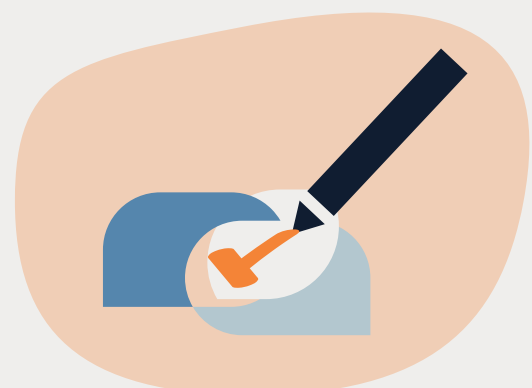


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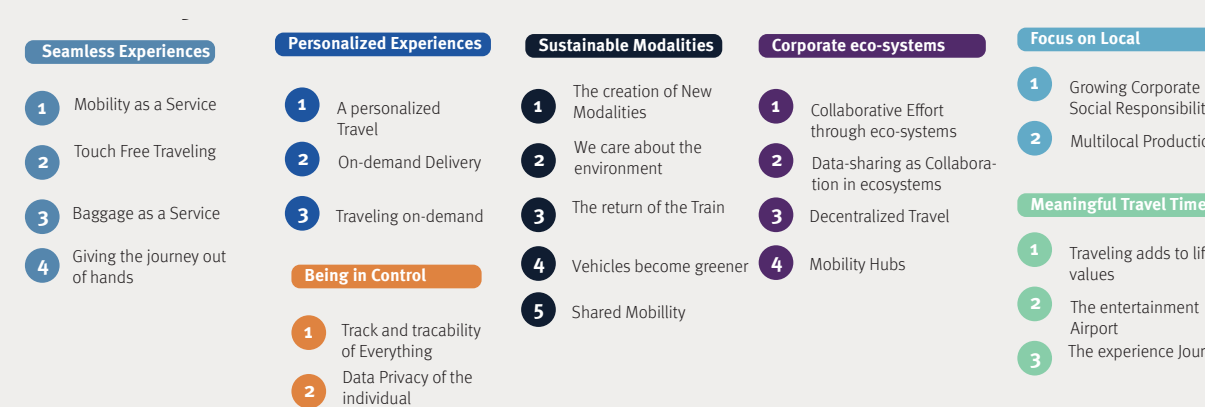
Outcomes

A digital set of design roadmapping workshops on Miro. Which can be used for different domains

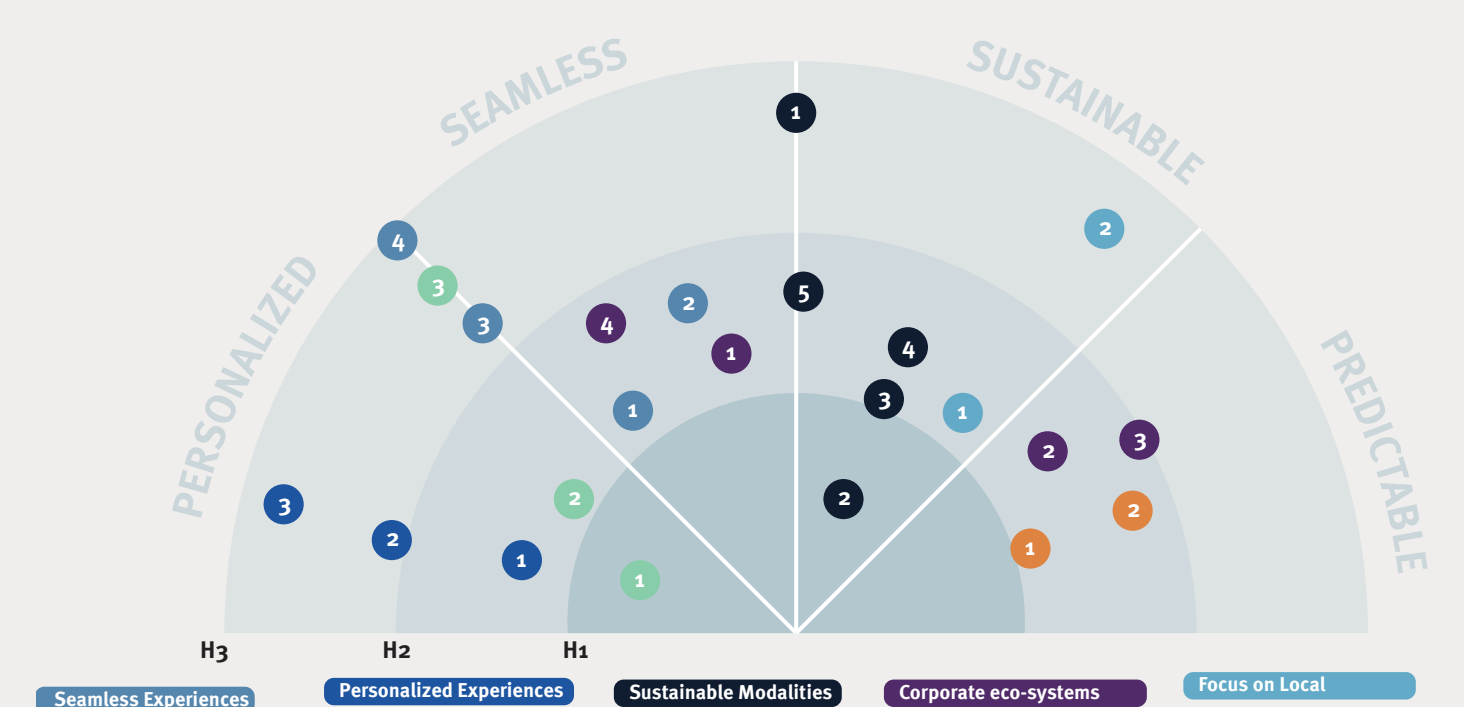


Knowledge Design

the domain specific input and the user research to create a customer focus, delivered by a design researcher



Guidelines for this layer



Outcomes

Design research and user insights presented in the workshop to embed the end-user focus

Celine Tesselaar
The Long Now: Strategic Design Workshops for Non-Designers
06-07-2021
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